



Association for the Advancement of Artificial Intelligence

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FOR IMMEDIATE RELEASE

International Conference on Weblogs and Social Media

March 31-April 2, 2008 Hilton Seattle Downtown, Seattle, WA

Menlo Park, CA – January 22, 2008. Social media, such as *myspace*, is hot. It is changing the Internet / World Wide Web of today and tomorrow. Social media content now accounts for the majority of content published daily on the Web, according to Andrew Tomkins at Yahoo! Research.

Blogs, *myspace*, *facebook*, and the like are opening the door to a wide range of new analyses and applications, such as mining social media for consumer opinion and sentiment. Such data mining systems will require the ability to extract the sentiment of expressions (e.g., I loved Rush Hour); as well as judge the influence of the author (e.g., was it posted on an important blog with lots of readers or not?)

The International Conference on Weblogs and Social Media is for academic researchers and industrial practitioners in the broad field of social media analysis. The conference sponsors list (<http://www.icwsm.org/2008/sponsors.shtml>) is a Who's Who of companies in this emerging field, such as Microsoft, Google, Nielsen Online, as well as smaller companies.

The conference will be held March 31 to April 2 at the Seattle Hilton Downtown, Seattle, WA. It is sponsored by the Association for the Advancement of Artificial Intelligence.

For information and conference registration, see <http://www.icwsm.org/2008/index.shtml> or contact AAAI at 650-328-3123.

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